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伦敦，作为世界广告业中心，其在平面设计理念上的领先成就，着实令世人瞩目。这里荟集了一大批欧美出类拔萃的平面设计艺术家，他们设计的作品：在构图的表现上，创意新颖；在色彩的应用上，大胆活泼；在字体的选择上，稳中有变；在图片的处理上，细腻清晰；在表现技巧上，风格各异。几乎达到令人无法挑剔之程度。

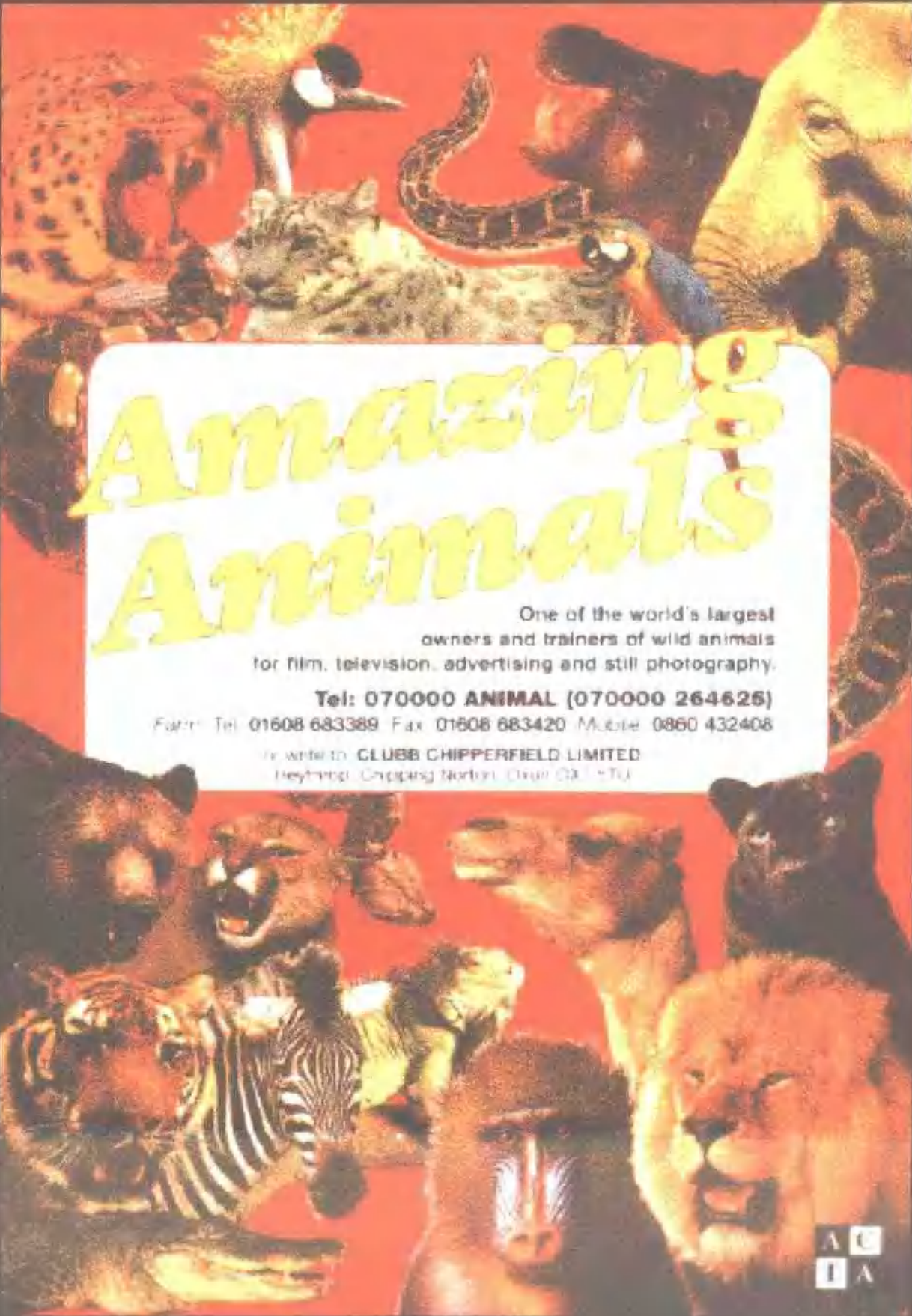
当有幸身临其境感受这一切时，兴奋之余，忽然产生了这样的念头，如果能把欧美各种平面设计风格介绍给国内同行，那无疑是一件极有意义的事。于是，我便收集了大量的相关作品，回国后又进行了细致的整理和遴选，汇编成册。

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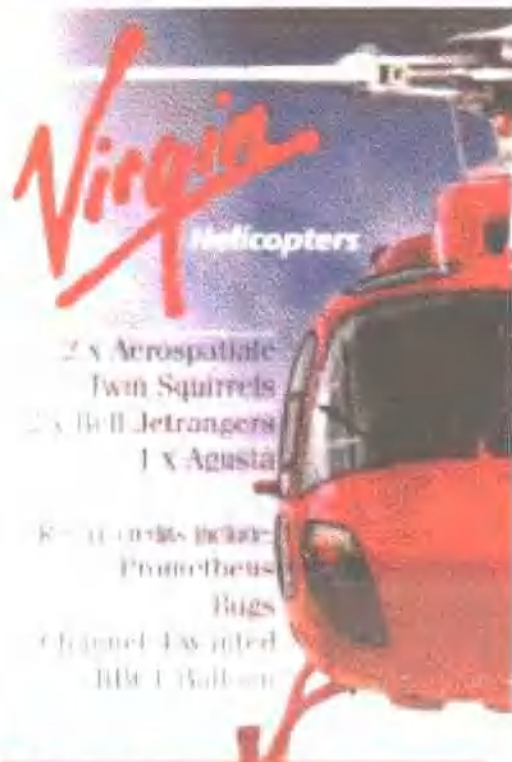


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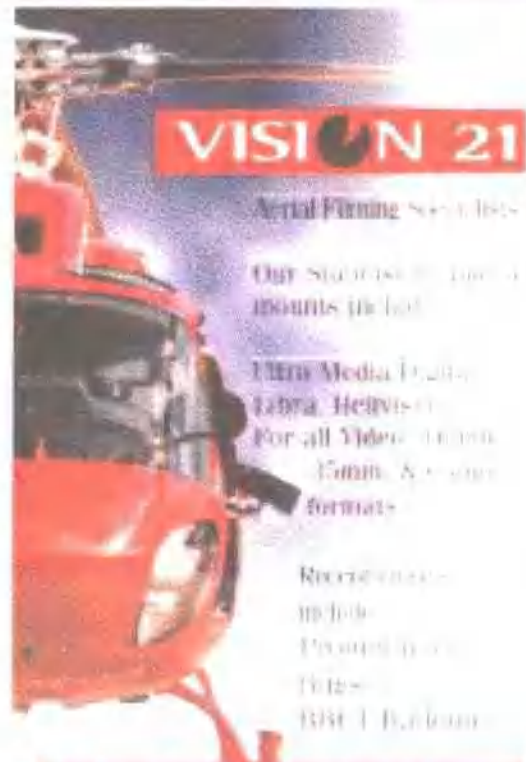


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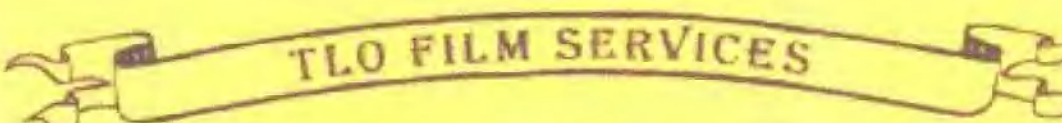
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